

FISCAL IMPACT STATEMENT ON BILL NO. **S274**

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TO:	The Honorable Glenn McConnell, Chairman, Senate Judiciary Committee		
FROM:	Office of State Budget, Budget and Control Board		
ANALYSTS:	Allan Kincaid		
DATE:	February 2, 2005	SBD:	2005117

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AUTHOR:	Senator Ford	PRIMARY CODE CITE:	39-1-20
SUBJECT:	Untrue Statements in Advertising		

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ESTIMATED FISCAL IMPACT ON GENERAL FUND EXPENDITURES:

Minimal (Some additional costs expected but can be absorbed)

ESTIMATED FISCAL IMPACT ON FEDERAL & OTHER FUND EXPENDITURES:

\$0 (No additional expenditures or savings are expected)

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**BILL SUMMARY:**

The proposed Bill amends Section 39-1-20 of the Code of Laws of South Carolina, 1976, relating to making intentionally untrue statements in advertising, so as to prohibit advertising that is known or should be known to be untrue or misleading in any form, including television, radio, and internet broadcasts.

**EXPLANATION OF IMPACT:**

The Department of Consumer Affairs indicates there will be a minimal cost to the General Fund of the State which can be absorbed within existing resources. There will be no fiscal impact on Federal and/or Other funds.

**LOCAL GOVERNMENT IMPACT:**

None.

**SPECIAL NOTES:**

None.

Approved by:



Don Addy  
Assistant Director, Office of State Budget